

ORDER



Orders	Order / Rev:	215648
	Alt Order #:	06865368
	Product Desc:	10/22-10/28 NATIONAL RIFLE ASSN
	Estimate:	3388
	Flight Dates:	10/22/12 - 10/28/12
	Original Date / Rev:	10/19/12 / 10/19/12
	Order Type:	REG

Primary AE:	Petry Philadelphia
Sales Office:	P-PHI
Sales Region:	Nat

Agency	Name:	American Media & Advocacy Group
	Buying Contact:	
	Billing Contact:	
		815 Slaters Lane
		Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	POL/National Rifle Association
	Demographic:	A35+
	Product Codes:	PL2
	Priority:	P2
	Revenue Codes:	AGY, POL, POL-ISS

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	IN16043/SP10305

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	25	\$20,700.00	\$17,595.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	25	\$20,700.00	\$17,595.00	0.00
Totals	25	\$20,700.00	\$17,595.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WAVY	32%	\$20,700.00
Market	100%	\$64,687.50

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	3%	\$1,940.62
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	7%	\$4,528.12
WTVZ	0%	\$0.00
WVBT	46%	\$29,756.25
WVEC	12%	\$7,762.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	10/22/12	10/22/12	Tonight Show/Jay Leno CM Tonight Show w/Leno		1134p-1237a	M- - - - -	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
TONITE SHW-NBC 192															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/22/12	10/28/12	M- - - - -		2		\$500.00		0.00					
E 2	WAVY	10/23/12	10/23/12	Tonight Show/Jay Leno CM Tonight Show w/Leno		1134p-1237a	- T- - - - -	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00

Order / Rev: 215648
 Alt Order #: 06865368
 Flight Dates: 10/22/12 - 10/28/12

Advertiser: POL/National Rifle Association
 Product Desc: 10/22-10/28 NATIONAL RIFLE ASSN
 Estimate: 3388
WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TONITE SHW-NBC 192															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					2	\$500.00		0.00			
E 3	WAVY	10/24/12	10/24/12	Tonight Show/Jay Leno CM		1134p-1237a	--W----	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
				Tonight Show w/Leno											
TONITE SHW-NBC 192															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					2	\$500.00		0.00			
E 4	WAVY	10/25/12	10/25/12	Tonight Show/Jay Leno CM		1134p-1237a	---T---	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
				Tonight Show w/Leno											
TONITE SHW-NBC 192															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					2	\$500.00		0.00			
E 5	WAVY	10/26/12	10/26/12	Tonight Show/Jay Leno CM		1134p-1237a	----F--	:30	2	\$500.00	P1	0.00	NM	2	\$1,000.00
				Tonight Show w/Leno											
TONITE SHW-NBC 192															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					2	\$500.00		0.00			
E 6	WAVY	10/22/12	10/22/12	Late Night/Jimmy Fallon CM		1237a-136a	M-----	:30	2	\$150.00	P1	0.00	NM	2	\$300.00
				Late Night w/Jimmy Fallon											
J FALLON-NBC 192															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					2	\$150.00		0.00			
E 7	WAVY	10/23/12	10/23/12	Late Night/Jimmy Fallon CM		1237a-136a	-T-----	:30	2	\$150.00	P1	0.00	NM	2	\$300.00
				Late Night w/Jimmy Fallon											
J FALLON-NBC 192															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					2	\$150.00		0.00			
E 8	WAVY	10/24/12	10/24/12	Late Night/Jimmy Fallon CM		1237a-136a	--W----	:30	2	\$150.00	P1	0.00	NM	2	\$300.00
				Late Night w/Jimmy Fallon											
J FALLON-NBC 192															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					2	\$150.00		0.00			
E 9	WAVY	10/25/12	10/25/12	Late Night/Jimmy Fallon CM		1237a-136a	---T---	:30	2	\$150.00	P1	0.00	NM	2	\$300.00
				Late Night w/Jimmy Fallon											
J FALLON-NBC 192															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					2	\$150.00		0.00			
E 10	WAVY	10/26/12	10/26/12	Late Night/Jimmy Fallon CM		1237a-136a	----F--	:30	2	\$150.00	P1	0.00	NM	2	\$300.00
				Late Night w/Jimmy Fallon											
J FALLON-NBC 192															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					2	\$150.00		0.00			
E 11	WAVY	10/27/12	10/27/12	SNL	CM	1130p-103a	-----S-	:30	3	\$800.00	P2	0.00	NM	3	\$2,400.00
				Saturday Night Live											
SAT NITE LIVE 201															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					3	\$800.00		0.00			
E 12	WAVY	10/28/12	10/28/12	FB Night in Amer Pre Ga	CM	FB Night in Amer F	F-----S	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
				FB Night in Amer Pre Game											
NFL PREGAME SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$1,800.00		0.00			
E 13	WAVY	10/28/12	10/28/12	NFL Football	CM	NFL Football	-----S	:30	1	\$10,000.00	P1	0.00	NM	1	\$10,000.00
				NFL Football											
NBC SUNDAY NFL 136															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$10,000.00		0.00			
													Totals	25	\$20,700.00